

## **Creative — Excellence based on ingenuity and knowledge**

- a highly qualified, innovative workforce
- a world-class network of teaching and R&D institutions
- the imagination and originality of our artists working in literature, music, film, theatre, dance, the visual arts, etc.
- an increasingly knowledge-based economy with one of the world's best information infrastructures
- a multilingual, multidisciplinary population

## **Caring — A just and inclusive society**

- a bilingual, multicultural country with Aboriginal, English and French roots
- a society committed to offering equal opportunities to each person, including women, young people, residents of remote areas, persons with disabilities and ethnic minorities
- a tolerant society, with liberal values and progressive policies
- harmonious labour-business-government relations
- high standards in its public health care, its legal and judicial system, its social services and its education system

## **Cosmopolitan — A modern state with a human face**

- a functional, flexible federal structure that adapts to changing circumstances
- a government responsive to the needs and concerns of citizens, and a public sector that offers them efficient service
- one of the world's most electronically connected countries; already all schools and libraries are linked to the Internet
- a champion of democracy, human rights and the rule of law
- a committed internationalist, as shown by its humanitarian initiatives, including its human security program

**Canada. Cool. Connected.**